

UTAH CTE SKILL CERTIFICATION

BASIC COMMERCIAL ART

COMPETENCY PERFORMANCE EVALUATION

TEST #530

Name: _____

The performance evaluation is a required component of the skill certification process. Each student **must be evaluated** on the required performance standards. Performance standards may be completed and **evaluated anytime during the course**.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of a number 1 or 2 on the rating scale (moderately to highly competent level).
 1= highly competent Successfully demonstrated without supervision
 2= moderately competent Successfully demonstrated with limited supervision
 3= limited competence Demonstrated with close supervision
 4= not competent Demonstration requires direct instruction and supervision
- When a standard has been achieved at a minimum of 80% (moderately to highly competent level). “Y” (Y=YES) is recorded on the last line of that standard, on the performance evaluation sheet. If a student does not achieve a 1 or a 2 (moderately to highly competent level), then “N” (N=NO) is recorded on the last line of that standard.
- All performance standards MUST be completed and evaluated prior to the written test.
- The **teacher** will bubble in “A” on the answer sheet for item #81 for students who have achieved “Y” on ALL performance standards.
- The **teacher** will bubble in “B” on the answer sheet for item #81 for students who have **ONE or more “N”s** on the performance standards.
- The signed performance evaluation sheet(s) **MUST** be kept in the teachers’ file for two years.
- A copy is also kept on file with the school’s ATE Skill Certification testing coordinator for two years.

Students who achieve a 1 or a 2 (moderately to highly competent) on ALL performance standards and 80% on the written test will be issued an ATE Skill Certification Certificate.

500401-01 Students will be able to demonstrate a knowledge of commercial art professional standards and their applications.				
1	2	3	4	
Demonstrate a working knowledge about the various jobs in the commercial art field and local vocational opportunities. <ul style="list-style-type: none"> ▪ Cartooning/Animation ▪ Production art ▪ Illustration ▪ Sign design ▪ Commercial design ▪ Logo and Letterhead (Package design, display, corporate image, advertising, etc.) ▪ Cooperate design and editorial design ▪ Layout (Books, magazine, newspaper, etc.) ▪ Digital imaging and website design 				
Demonstrate a working knowledge of professional working conditions and standards. <ul style="list-style-type: none"> ▪ Knowledge of pay or salaries for local and national positions ▪ Career opportunities locally and nationally ▪ Free-lance opportunities 				
Performance standards <ul style="list-style-type: none"> ▪ Analysis of target audience Analysis and critique of current styles ▪ Analysis and use appropriate existing material i.e. clipart, stock files, and digital files ▪ Critique of current styles 				

500401-02 Students will be able to demonstrate a knowledge of basic design elements and principles.				
1	2	3	4	
Demonstrate an ability to recognize and utilize the elements of design. <ul style="list-style-type: none"> ▪ Line ▪ Form ▪ Shape ▪ Texture ▪ Value ▪ Space ▪ Color 				
Demonstrate an ability to recognize and utilize the principles of design. <ul style="list-style-type: none"> ▪ Balance ▪ Emphasis/Subordination ▪ Rhythm/Repetition/Pattern ▪ Scale/Proportion ▪ Unity/Contrast ▪ Contrast ▪ Movement/Eye Movement 				

500401-03 Students will be able to demonstrate a knowledge of professional drawing techniques.				
1	2	3	4	
Plan a composition using thumbnail sketches. Use strategies to measure correct proportional relationships between paper and objects being drawn.				
Relate the observed object being drawn and determine best placement on the page.				
Demonstrate expertise in drawing objects from observation <ul style="list-style-type: none"> ▪ Demonstrate a working knowledge of light logic ▪ Demonstrate ability to recognize angles and draw them accurately. ▪ Demonstrate the use of measuring techniques to accurately record proportion. ▪ Demonstrate gesture, motion, and other expressive drawing strategies. ▪ Weight line variation (line control, line length, etc.) 				
Demonstrate ability to depict three-dimensional objects on a two-dimensional picture plane.				
Demonstrate ability to draw objects utilizing 1-point and 2-point perspective				
Accurately draw circles and cylinders in perspective.				
Demonstrate ability to accurately observe and draw foreshortening of the human form.				
Be able to use overlapping to show depth.				
Using value to create illusion of depth. (cross hatching stippling chiaroscuro)				

500401-04 Students will be able to demonstrate proper color theory.				1	2	3	4
Demonstrate a thorough knowledge of color theory.							
<ul style="list-style-type: none"> ▪ Light (additive color) ▪ Pigment (subtractive color) ▪ Transparent/opaque color 							
Demonstrate a working knowledge of color organization and the color wheel.							
<ul style="list-style-type: none"> ▪ Primary colors ▪ Secondary colors ▪ Intermediate/Tertiary colors ▪ Neutrals 							
Identify and organize color schemes.							
<ul style="list-style-type: none"> ▪ Monochromatic ▪ Complimentary ▪ Analogous 				<ul style="list-style-type: none"> ▪ Triadic ▪ Split-complimentary ▪ Warm and cool colors 			
Demonstrate a working knowledge of :							
<ul style="list-style-type: none"> ▪ Value scale ▪ Tints ▪ Tones ▪ Shades 				<ul style="list-style-type: none"> ▪ Demonstrate expertise in aerial/atmospheric perspective. ▪ Using hue to create illusion of space. ▪ Using control of detail to create illusion of space. 			
Demonstrate a thorough knowledge of the properties of color.							
<ul style="list-style-type: none"> ▪ Hue ▪ Value ▪ Intensity/saturation 							
Be able to set up a basic painting pallet							

500401-05 Students will be able to demonstrate a working knowledge of typography				1	2	3	4
Identify and correctly use type from the 6 type families.							
<ul style="list-style-type: none"> ▪ Identify and correctly use old style letter forms. ▪ Identify and correctly use slab serif letter forms. ▪ Identify and correctly use sans serif letter forms. ▪ Identify and correctly use script letter forms. ▪ Identify and correctly use modern letter forms. ▪ Identify and correctly use decorative and novelty letter forms 							
Know and use the measuring units of typography							
<ul style="list-style-type: none"> ▪ Cap height ▪ Baseline 				<ul style="list-style-type: none"> ▪ X-height ▪ Point size ▪ Key size 			
Know the vocabulary of typography							
<ul style="list-style-type: none"> ▪ Upper and lower case ▪ Ascender and Descender ▪ Regular and boldface ▪ Condensed and expanded 				<ul style="list-style-type: none"> ▪ Italic and cursive ▪ Font, text, type, and type style. ▪ Justified, unjustified, centered, left and right justified 			

500402-06 Students will demonstrate a basic working knowledge of computer design tools and techniques				1	2	3	4
Students will be introduced to basic vocabulary and techniques							
<ul style="list-style-type: none"> ▪ Constraining proportions ▪ Cropping ▪ File types ▪ Resizing/Sampling 				<ul style="list-style-type: none"> ▪ Resolution ▪ Scanning/Descreeing ▪ Layers ▪ Raster/Vector 			
<ul style="list-style-type: none"> ▪ Filters ▪ Paths ▪ Pixel 							
Students will be introduced to various computer software.							
<ul style="list-style-type: none"> ▪ Page layout (In Design, Quark Express, PageMaker) ▪ Photo manipulation (Photoshop) ▪ Illustration (illustrator freehand, etc.) 							

500402-07 Students will be able to identify stylistic attributes of major art movements.				1	2	3	4
Students will be exposed to art work from major art movements including:							
<ul style="list-style-type: none"> ▪ Impressionism ▪ Surrealism ▪ Abstraction ▪ Bauhaus ▪ Realism 				<ul style="list-style-type: none"> ▪ Art Deco ▪ Art Nouveau ▪ Cubism ▪ Arts and crafts movement ▪ Pop art 			

500401-09 STANDARD The students will understand the importance of employability and professional work habits.				1	2	3	4
Students will demonstrate a knowledge of professional work standards.							
<ul style="list-style-type: none"> ▪ Punctuality ▪ Dependability ▪ Attendance 				<ul style="list-style-type: none"> ▪ Craftsmanship ▪ Following directions ▪ Workplace behavior 			
Complete a job application and resume.							

500402-10 Students will be able to demonstrate safe practices.				1	2	3	4
Understand proper ventilation							
<ul style="list-style-type: none"> ▪ Identify materials and techniques that require proper ventilation ▪ Identify hazardous chemicals and solvents, and understand their proper handling and disposal. ▪ Know proper safety procedures if an accident occurs. ▪ Know how to access and read material safety data sheets. ▪ Participate in safety training and maintain a safe work area. ▪ Report classroom, environment, or safety equipment, problems, violations to the instructor. ▪ Understand accident report procedures. ▪ Clean and maintain an orderly work area. 							

5004002-11 Students will be able to understand copyright and legal issues and demonstrate proper practice in relation to these areas. Informational Guidelines				1	2	3	4
<ul style="list-style-type: none"> ▪ Demonstrate a knowledge of legal issues regarding plagiarism, privacy and software. 							

The instructor must retain a copy of this Performance Evaluation for two years after the student has left the program.

Instructor Signature: _____

Date: _____

Student Signature: _____

Date: _____

School: _____